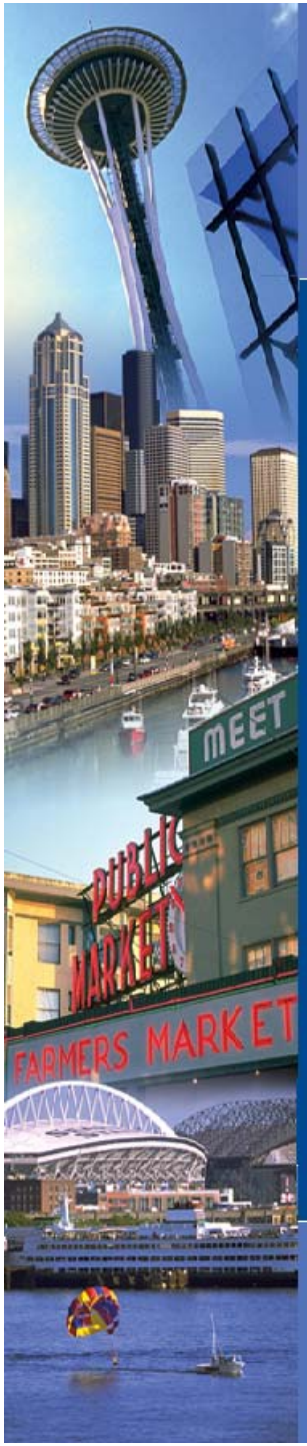


U.S. Department of Energy

OSDBU

Office of Small and Disadvantaged Business Utilization

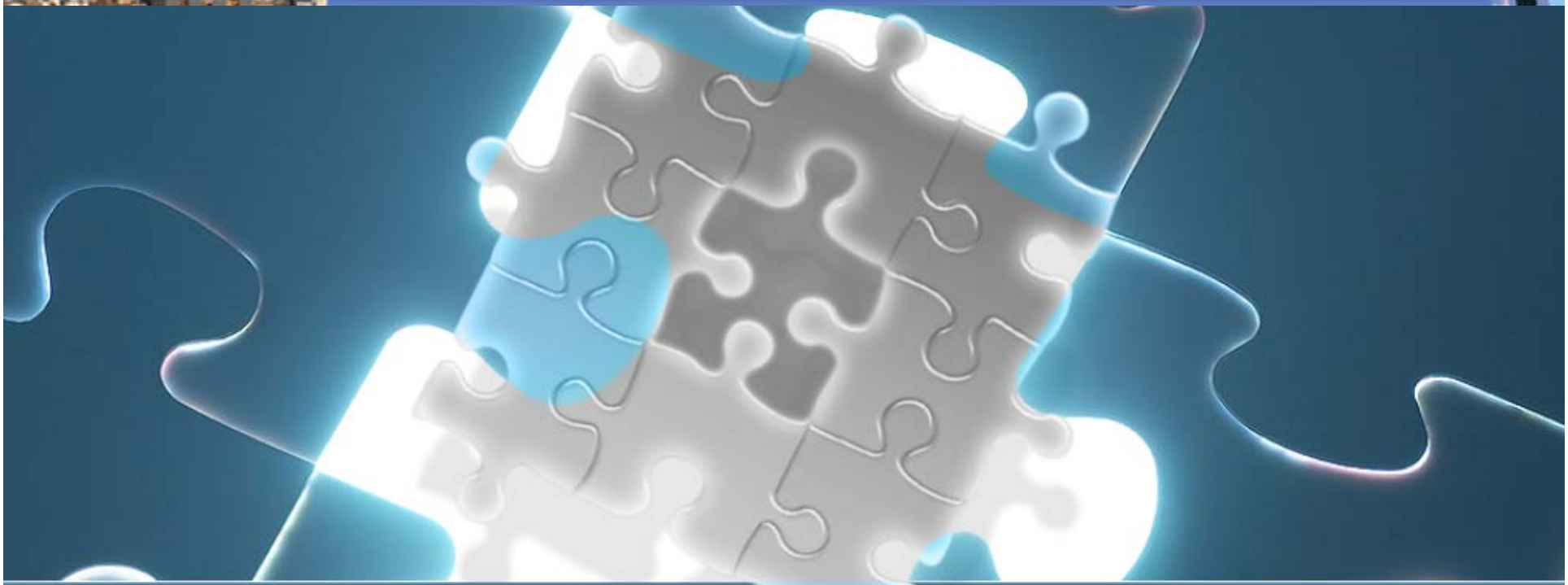
7TH ANNUAL SMALL BUSINESS CONFERENCE

THE WASHINGTON STATE
CONVENTION AND TRADE CENTER

U.S. Department of Energy and its Prime Contractors

7th Annual Small Business Conference

June 27-30, 2006 • The Washington State Convention and Trade Center • Seattle, Washington



Gathering Reliable Intel:

The First Steps to Success

Prepared by: Gretchen McCracken

Golden Key Group

June 27, 2006

Topics for Discussion

- Getting Started
- Tying the Cycles Together
- Types of Intel
- Where to find FREE Intel
- The FPDS
- Who’s required to submit information/reports
- What is reported
- What’s not reported
- Logging In
- Navigating the FPDS
- Using the data to improve your success
- Focusing on your market
- Q & A
- Conclusion

Getting Started

- **Buying Cycle**

- **Customers Milestones**

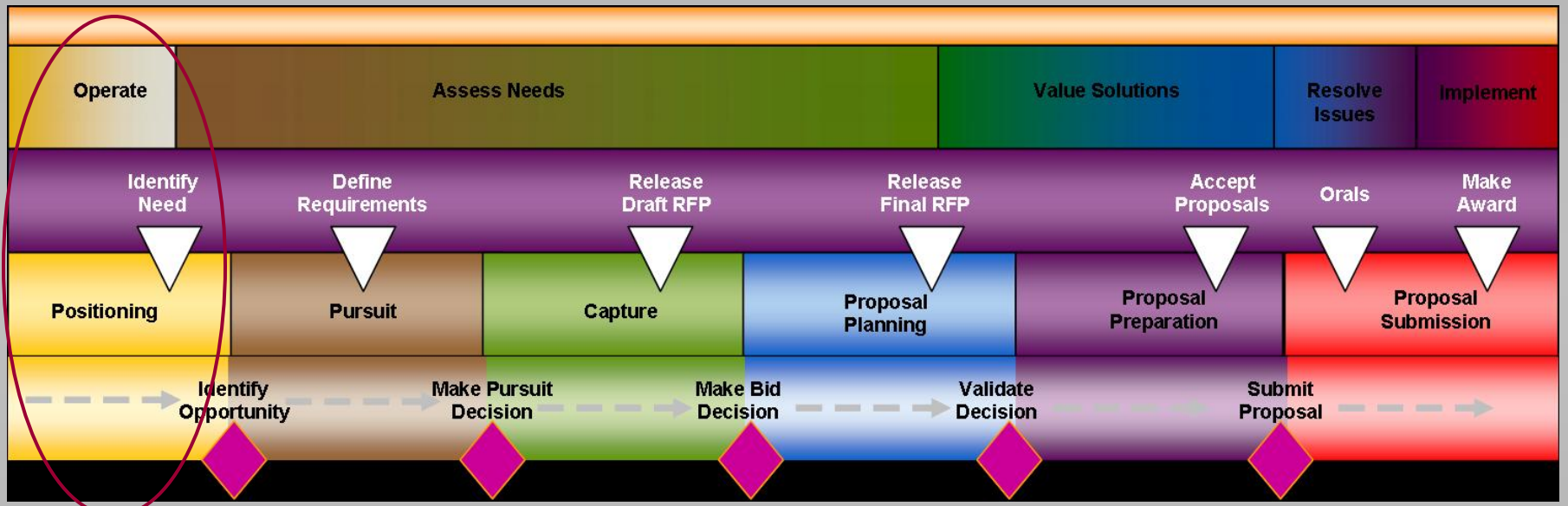
- **Selling Phases**

- **Milestones**

To be successful you need to understand the relationship between the various cycles

Understanding the Sales Cycle

- Six-Phases of the Business Development Process



Free Intel is gathered before you ever start your BD efforts

Types of Intel

- Intel that's FREE

Pro's	
Free	
Free	Requires time to collect
Free	

- Intel that's provided for a FEE

Pro's	
Can be collected quickly	
Generally is provided in user friendly format	
Focuses business development efforts	

- Either Way: **INTEL MUST BE RELIABLE**

The First Steps

- Know the product or service you want to sell
- Be willing to modify your marketing strategy based on the Intel you discover
- Know your North American Industry Classification System (NAICS) code AND your Federal Supply Code (FSC)
- Know your Primary Codes and your next three

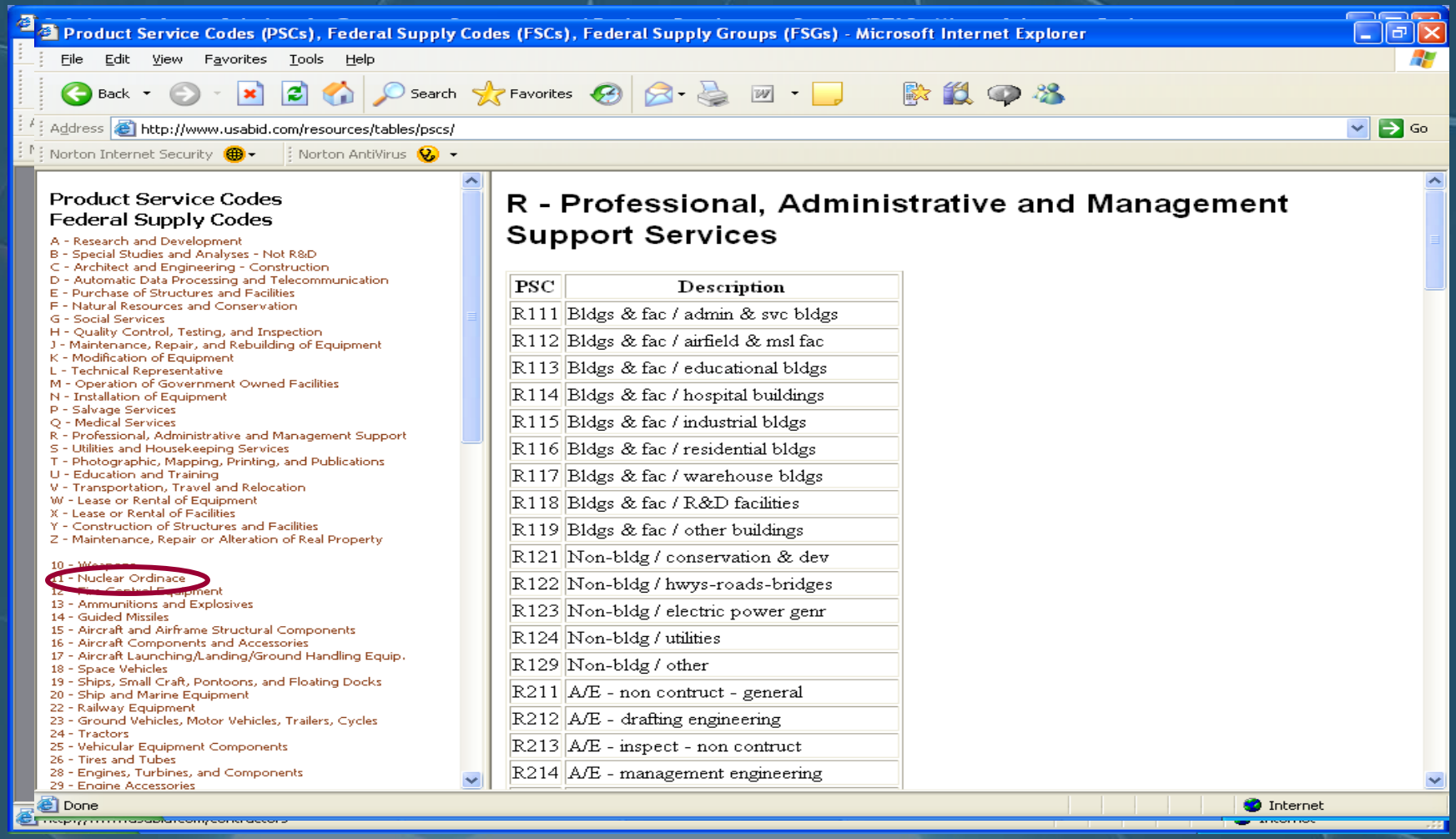
Finding FREE Intel

Identify who's buying in your NAICS and FSC Codes
http://www.scrantontrg.com/secrc/fsc-codes/fsc.html

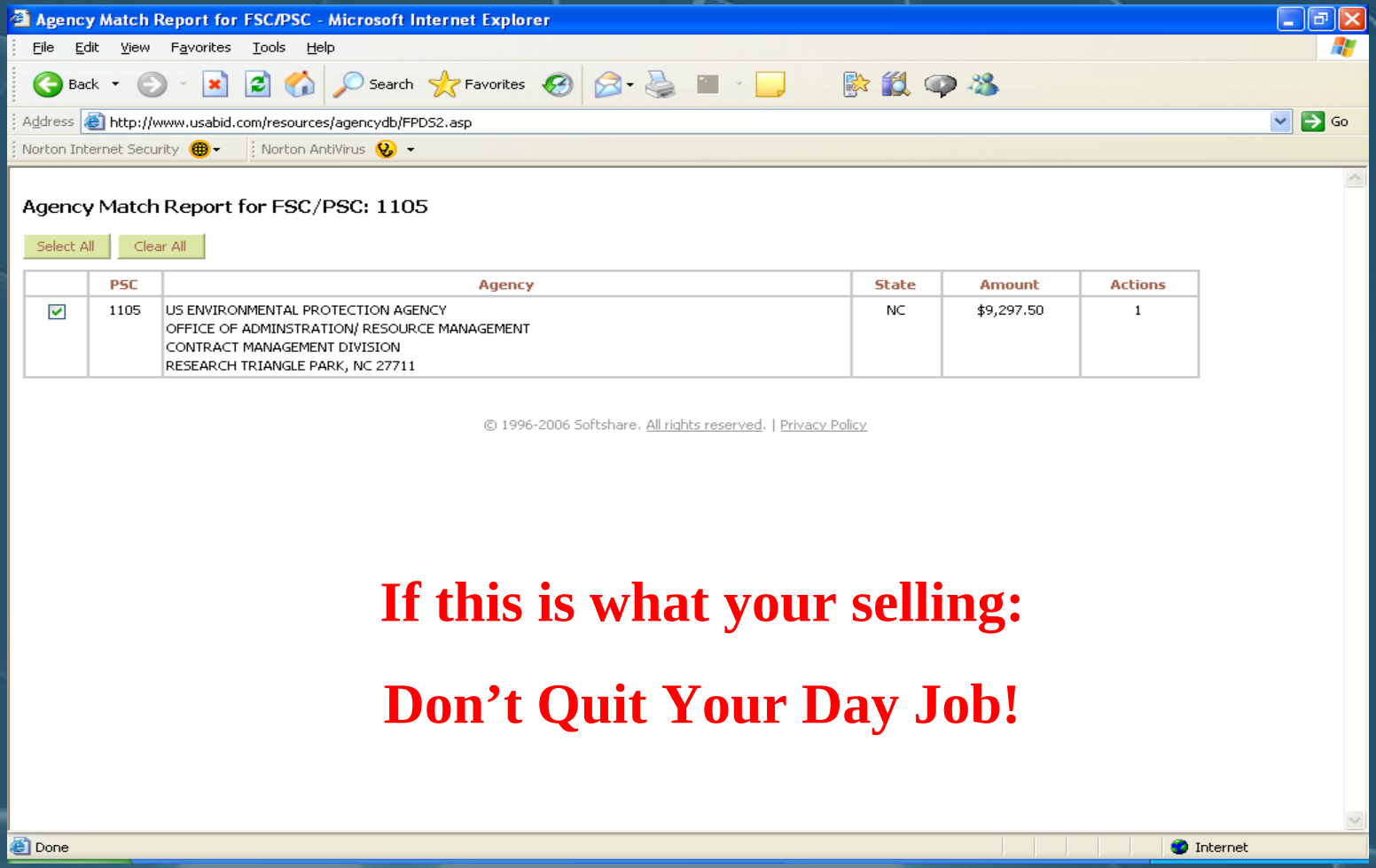
Which will lead you to this link
http://www.softshare.com/tables/pscs/

Which is all inside this website
http://www.usabid.com/resources/agencydb/

This Site Helps you Understand Who's Buying what You're Selling



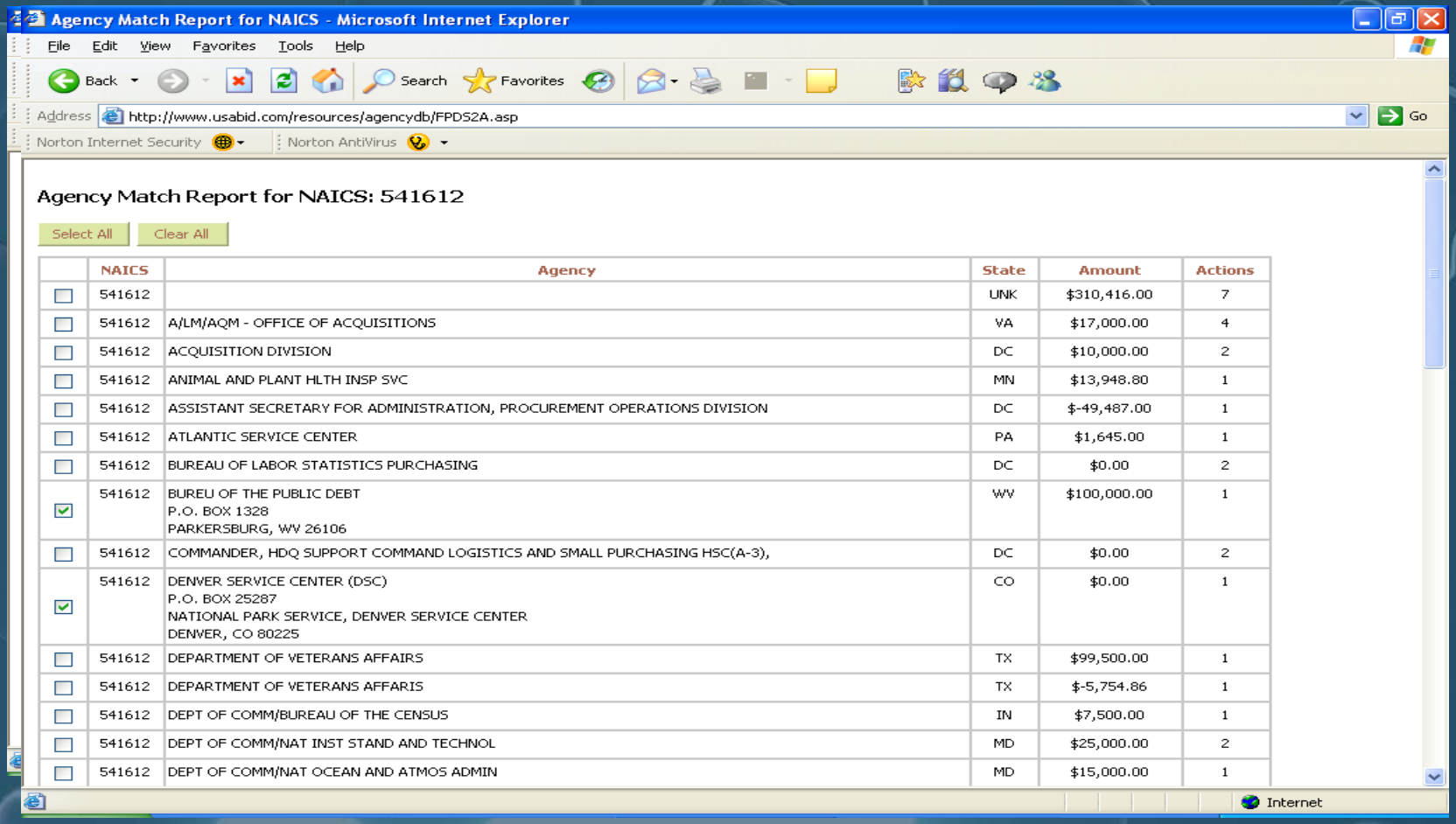
Selling Nuclear Bombs?



If this is what your selling:

Don’t Quit Your Day Job!

Or Professional Services?



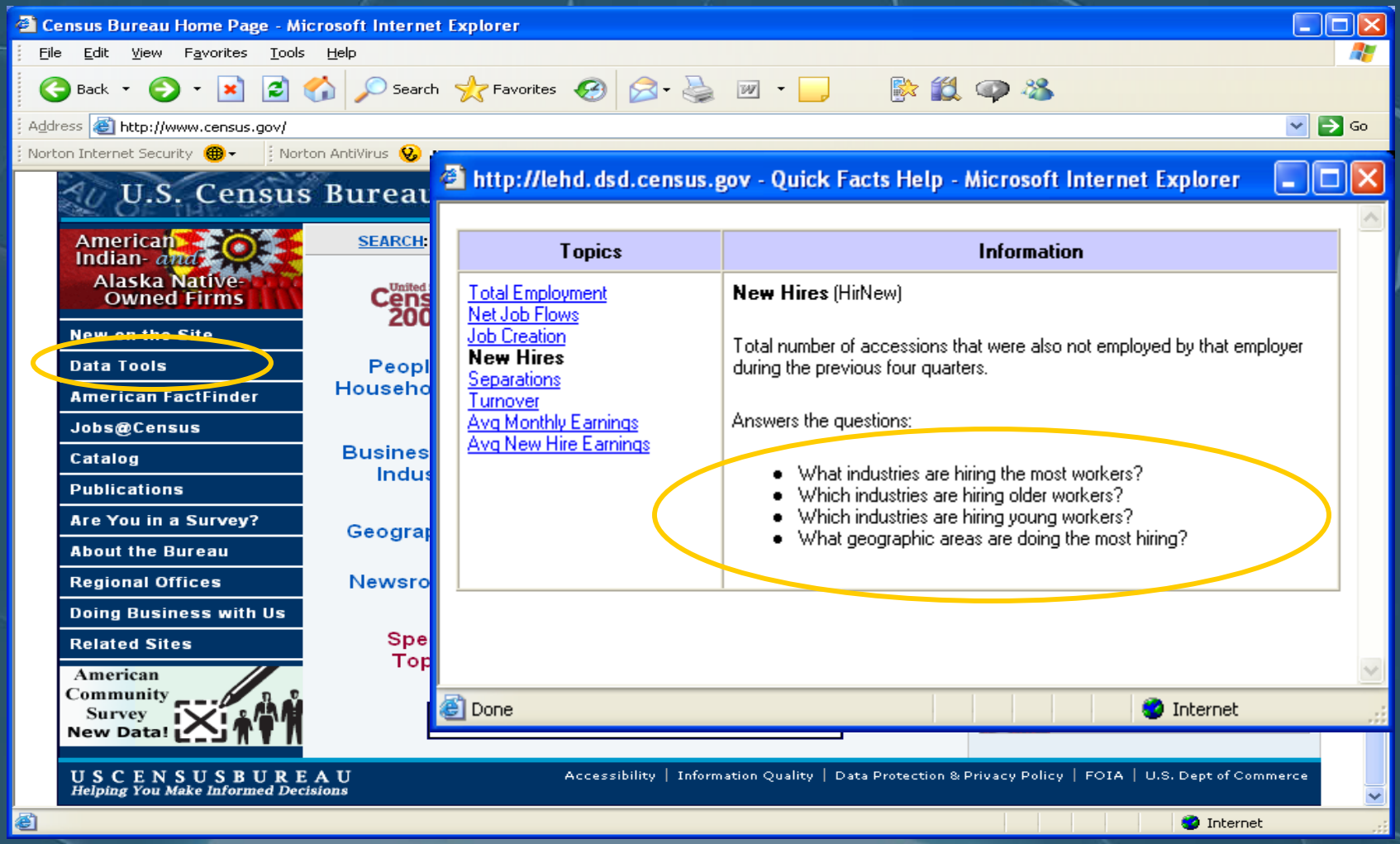
Agency Match Report for NAICS: 541612

Select All | Clear All

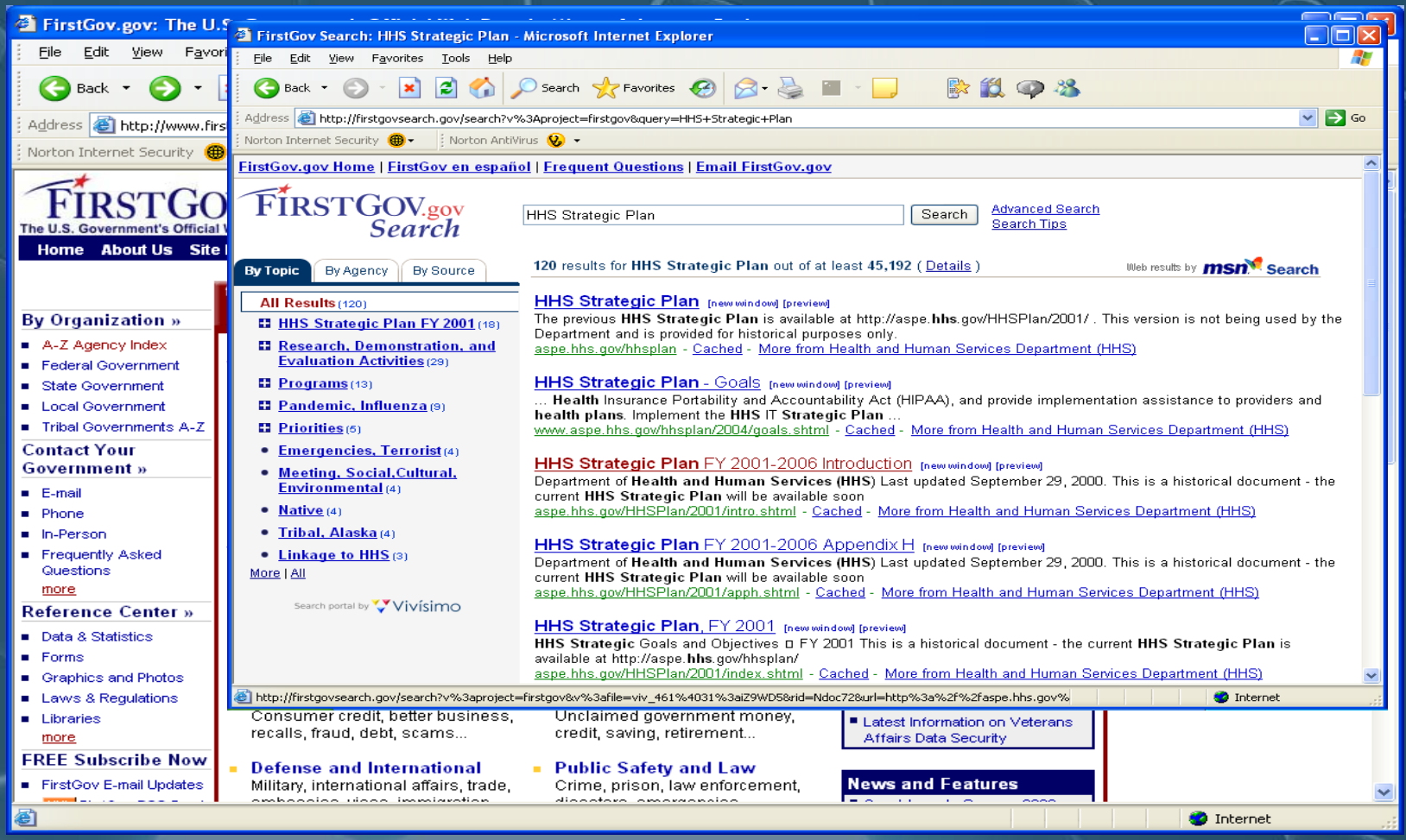
	NAICS	Agency	State	Amount	Actions
☐	541612		UNK	$310,416.00	7
☐	541612	A/LM/AQM - OFFICE OF ACQUISITIONS	VA	$17,000.00	4
☐	541612	ACQUISITION DIVISION	DC	$10,000.00	2
☐	541612	ANIMAL AND PLANT HLTH INSP SVC	MN	$13,948.80	1
☐	541612	ASSISTANT SECRETARY FOR ADMINISTRATION, PROCUREMENT OPERATIONS DIVISION	DC	$-49,487.00	1
☐	541612	ATLANTIC SERVICE CENTER	PA	$1,645.00	1
☐	541612	BUREAU OF LABOR STATISTICS PURCHASING	DC	$0.00	2
☑	541612	BUREU OF THE PUBLIC DEBT P.O. BOX 1328 PARKERSBURG, WV 26106	WV	$100,000.00	1
☐	541612	COMMANDER, HDQ SUPPORT COMMAND LOGISTICS AND SMALL PURCHASING HSC(A-3),	DC	$0.00	2
☑	541612	DENVER SERVICE CENTER (DSC) P.O. BOX 25287 NATIONAL PARK SERVICE, DENVER SERVICE CENTER DENVER, CO 80225	CO	$0.00	1
☐	541612	DEPARTMENT OF VETERANS AFFAIRS	TX	$99,500.00	1
☐	541612	DEPARTMENT OF VETERANS AFFARIS	TX	$-5,754.86	1
☐	541612	DEPT OF COMM/BUREAU OF THE CENSUS	IN	$7,500.00	1
☐	541612	DEPT OF COMM/NAT INST STAND AND TECHNOL	MD	$25,000.00	2
☐	541612	DEPT OF COMM/NAT OCEAN AND ATMOS ADMIN	MD	$15,000.00	1

Internet

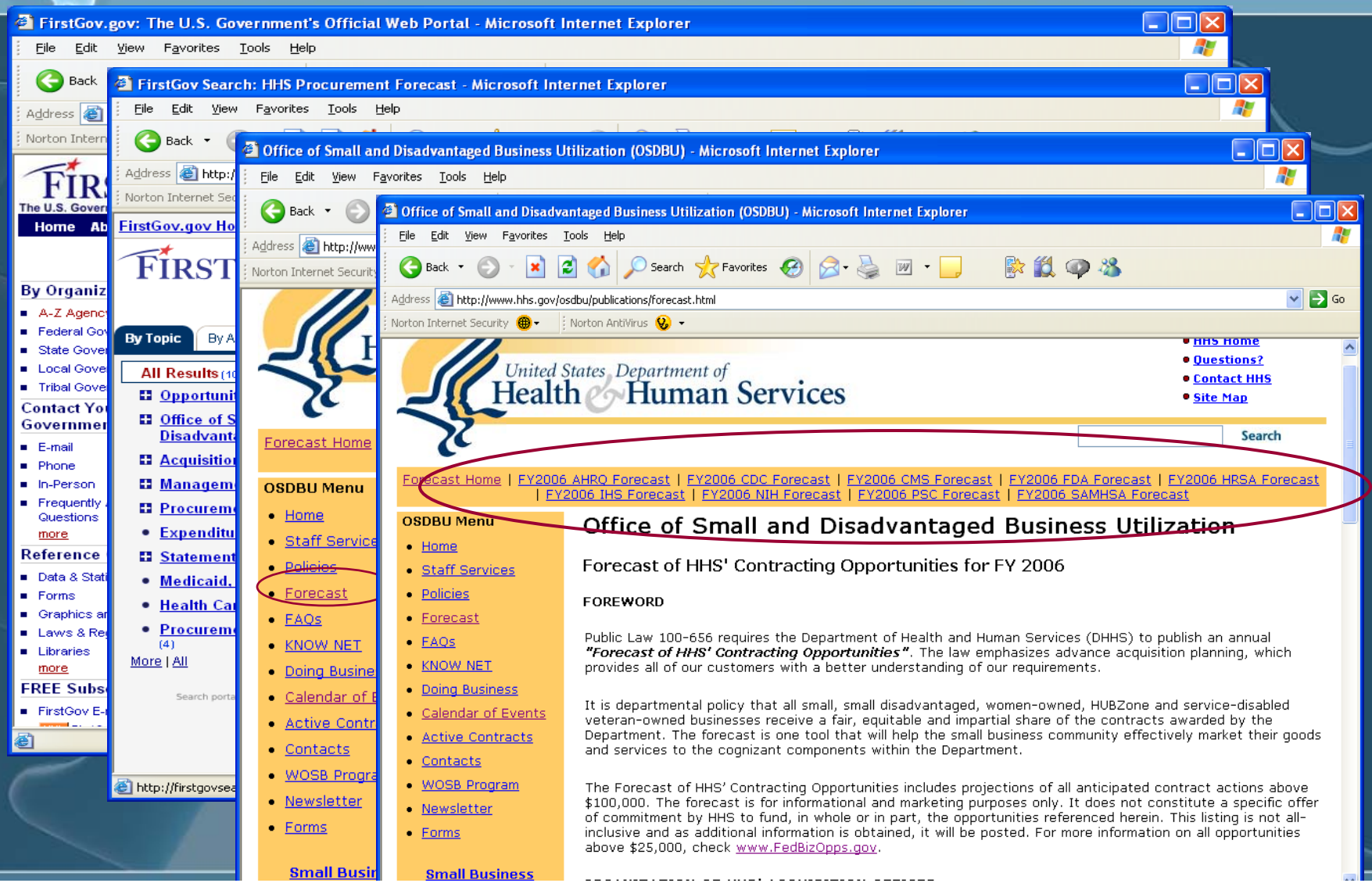
Next; Check Out the Census Bureau



Then Check Out First Gov



Then Check Out Their Procurement Forecast



Finish By Understanding Who They're Spending Their Money With

- In 2004 the Federal Government reported spending $ 327,168,876,190.42
- Who met their procurement goals and who didn't?
- Who did they spend it with?
- Who got left out?

The Federal Procurement Data System (FPDS)

http://www.fpds.gov

- Every 20 seconds during the business day, the federal government awards a contract…the average value; $ 465,000.00

Who's required to input data?

- Over 80% of Government Agencies are required to report/enter their contracting statistics into FPDS

- See the Attached Handout for the entire list

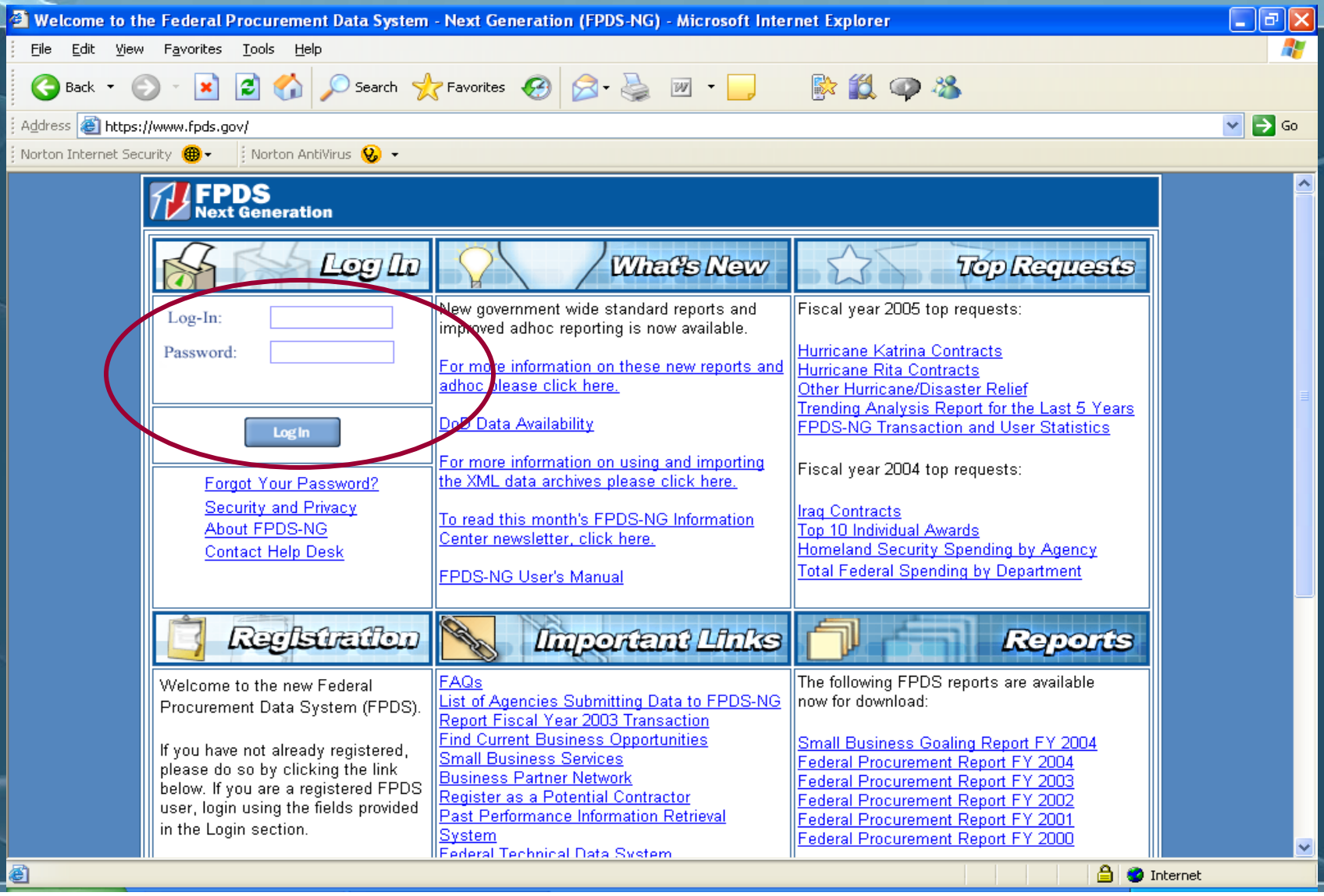
What's in FPDS-NG

- **Fiscal Year 04 Data:** Agencies report contract actions, including base actions and modifications, to FPDS-NG. FPDS-NG has been expanded to include new fields for Fiscal Year (FY) 04 and forward. The data dictionary contains a description of the data for FY 04 and forward. Click here for a list of agencies who have submitted data for FY 04.
- **Real-time Availability:** In many cases, contract data is available to the public when the contract is awarded to the vendor. Prior to FPDS-NG, data collection could take up to nine months between the time the contract was awarded and the information was available to the public. With FPDS-NG, the information is now available in near real-time.
- **Legacy Data:** Over 12 million legacy contract actions were migrated from the FPDC system and are now available in FPDS-NG. This includes FPDC transactions back to 1979.
- **Contract Actions Under $25,000 (SF281 Summary Data):** The SF 281/DD 1057 was a standard form used to collect contract data from multiple contract actions, ranging in value from $2,500 to $25,000, for submission to FPDS-NG. The summary contract data found on SF-281's did not provide as much detail as that found in individual contract action reports. FPDS-NG now offers the public greater visibility and transparency into how the government is spending taxpayer money. FPDS-NG now collects individual contract action reports on purchases at $2,500 dollars and greater.
- **Release of Data:** For security reasons, the Department of Defense (DoD) only releases contract data after a 90-day waiting period. However, the contract information is included immediately in the aggregate spending totals found in Standard Reports.

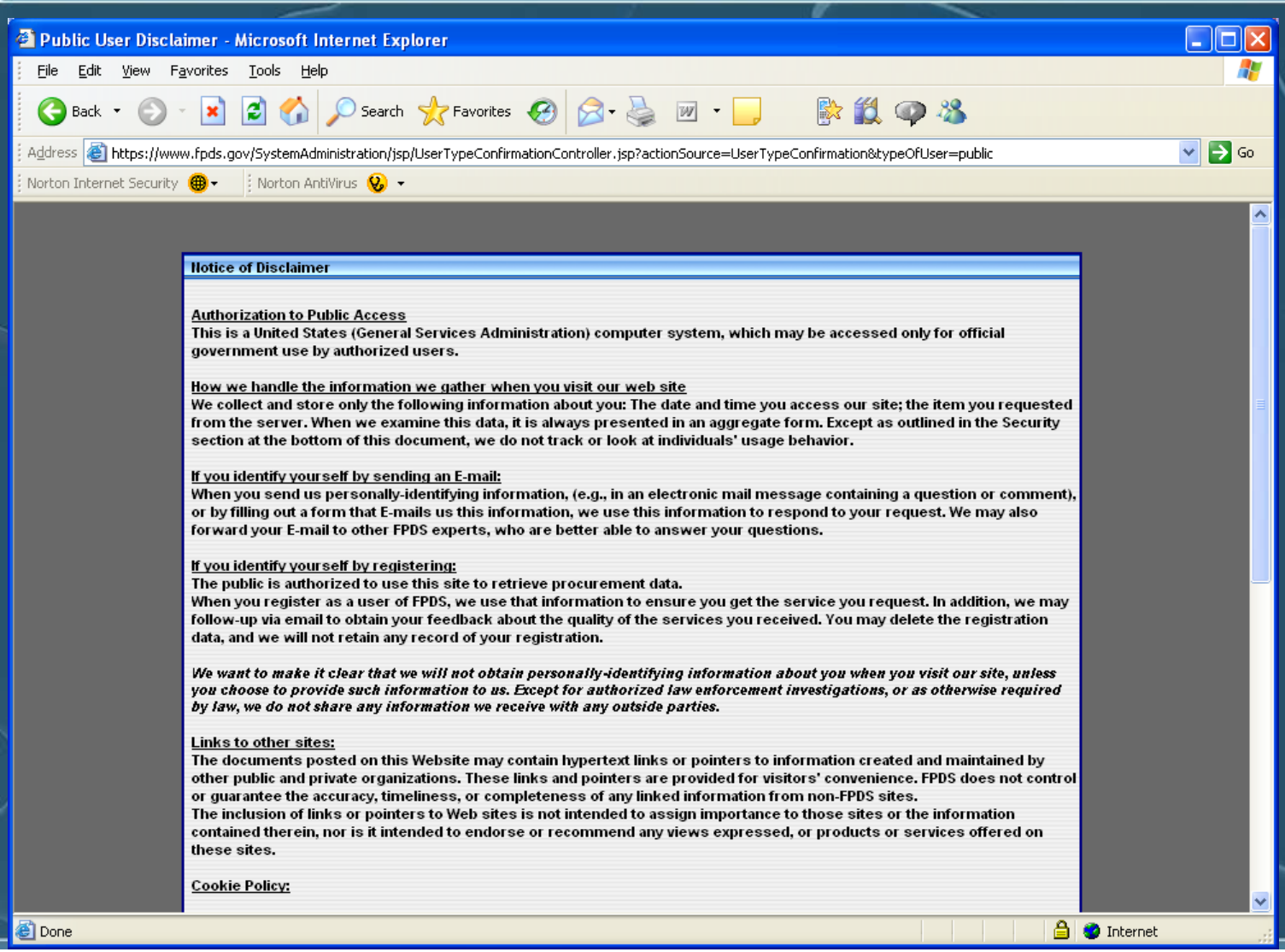
What's Not Reported

- Copies of entire contracts, statements of work, and subcontracting data
- Purchase Card data when actions are below $2,500
- Data from agencies not subject to FPDS reporting requirements according to the Federal Acquisition Regulations
- Interagency agreements
- Grants data
- Cooperative agreements
- Training authorizations
- Imprest fund transactions
- Transactions related only to non-appropriated funds
- Most transactions that involve Government bills of lading or transportation requests
- Requisitions transferring supplies within or among departments or agencies
- Tracking functionality related to making awards or to tracking dollars

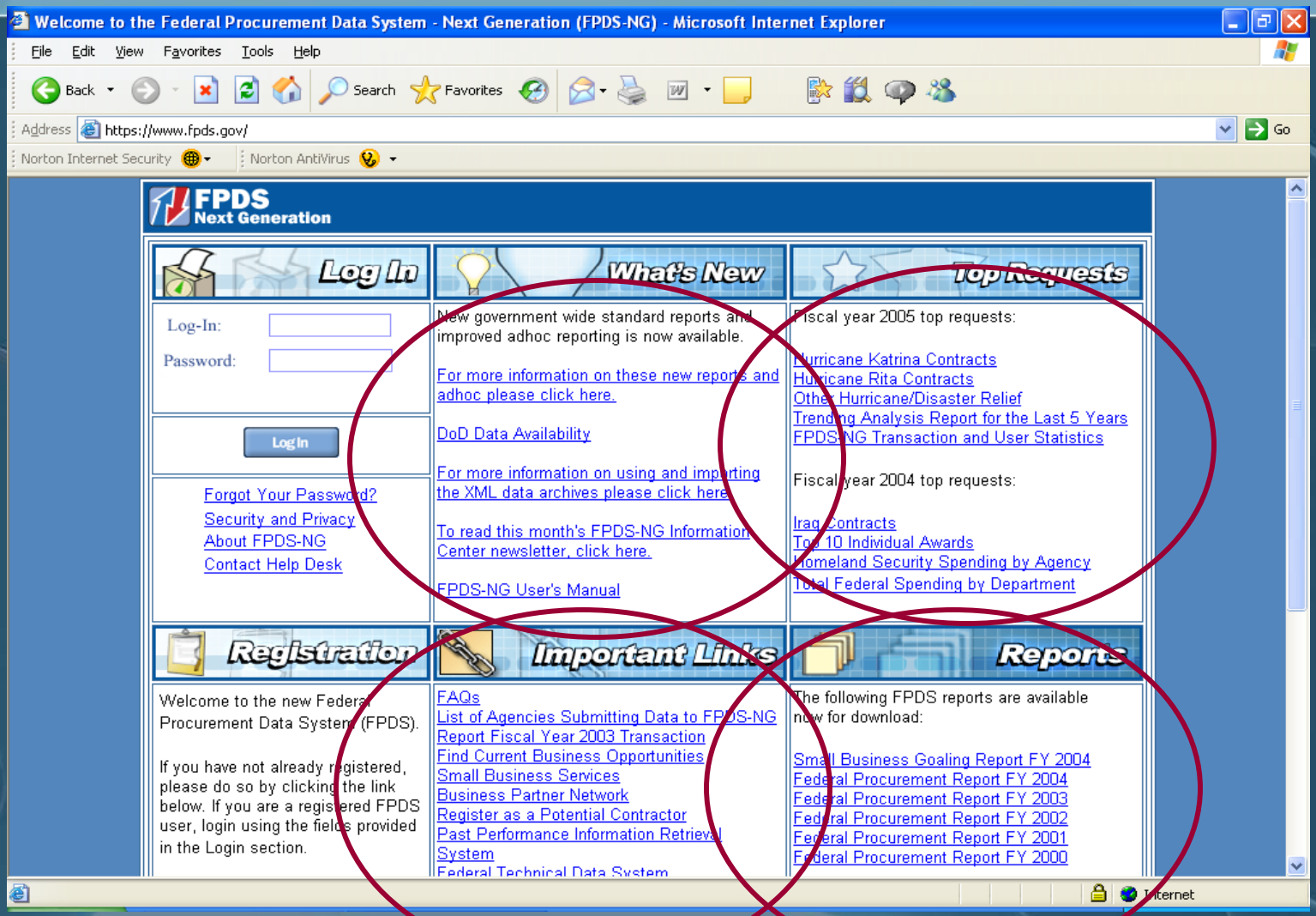
Logging Into FPDS



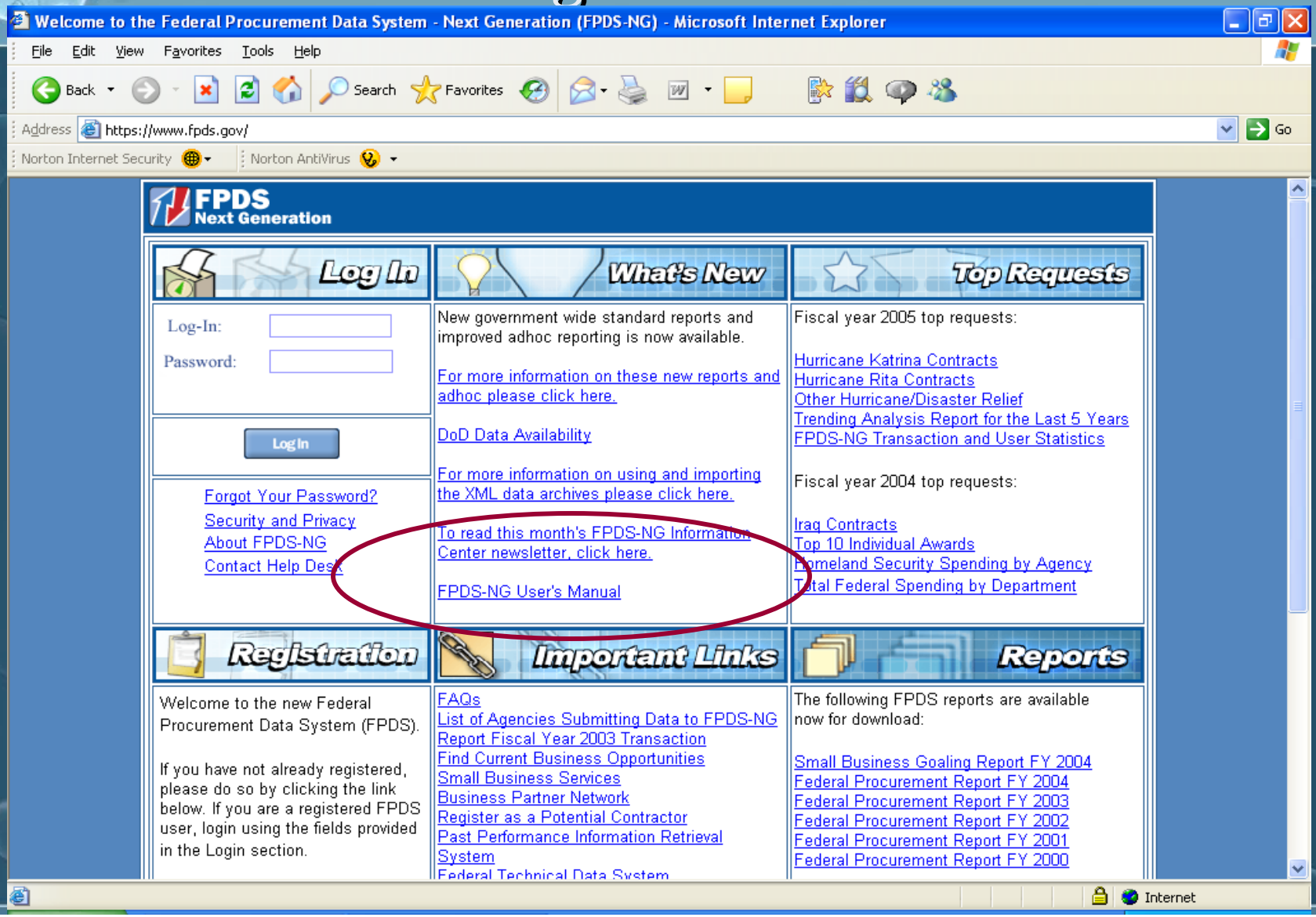
First Time? Create Your Account



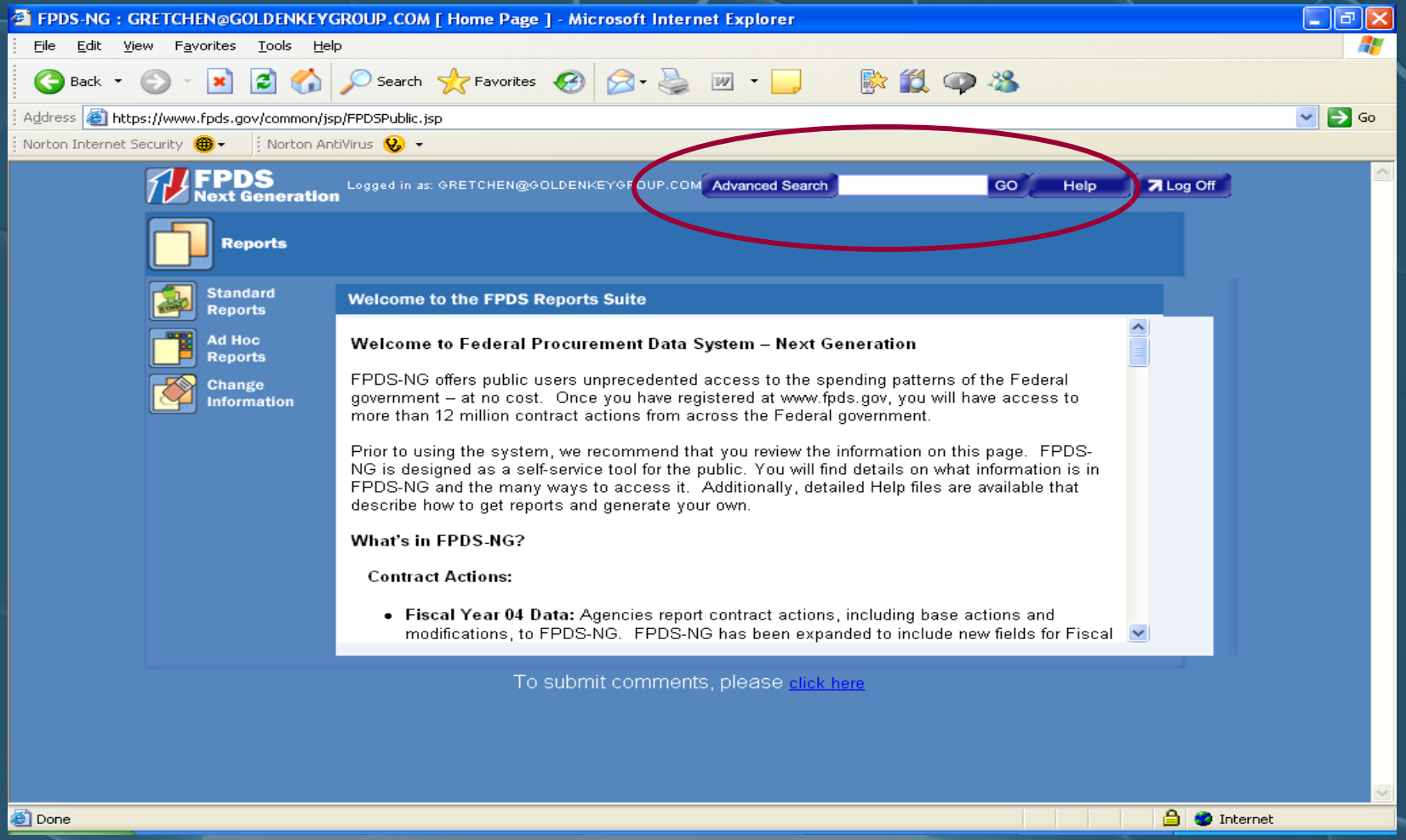
Navigating FPDS



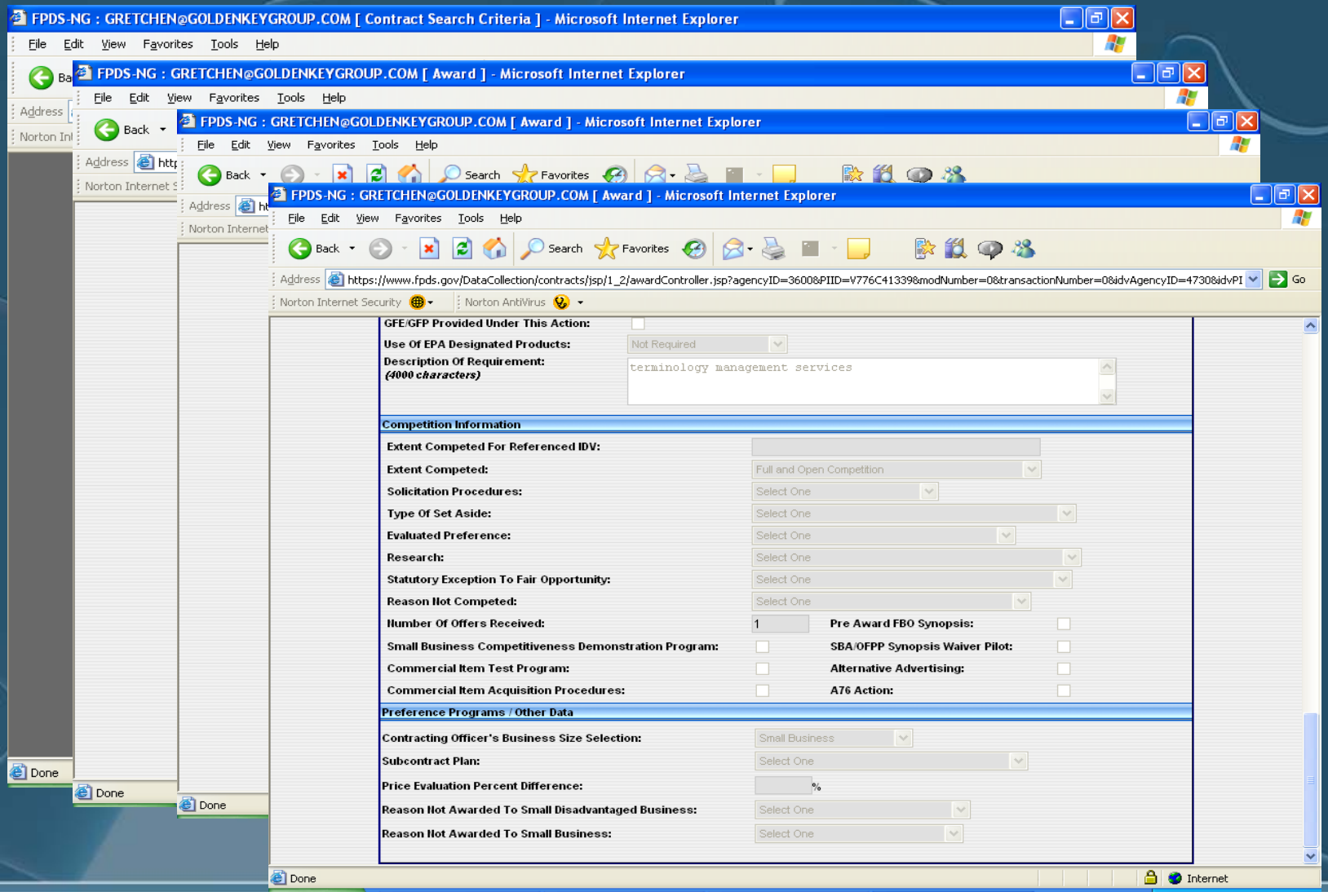
The Manual;
It's Boring…But Worth it



Finding Relevant Data



Learn What Your Competitors are Doing



Focusing on the Right Agencies

Department Name	Small Businesss Contractor Actions	Small Business Contractor Dollars	Small Business Contractor %	SDB Program Total Actions	E %	Women Owned Small Business Contractor Actions	Women Owned Small Business Contractor Dollars	Women Owned Small Business Contractor %	Service Disabled Veterans Small Business Contractor Actions	Service Disabled Veterans Small Business Contractor Dollars	Service Disabled Veteran Small Business Contractor %	All Actions	All Dollars
Total Federal	4,358,031	$69,228,771,571	23.085%	434,243	%	489,572	$9,091,919,423	3.032%	29,118	$1,148,647,586	0.383%	9,965,306	$299,886,097,753
AGENCY FOR INTERNATIONAL DEVELOPMENT (1152)	732	$21,400,515	1.746%	211	%	76	$3,758,308	0.307%	3	$448,087	0.037%	3,998	$1,225,733,283
AGENCY FOR INTERNATIONAL DEVELOPMENT (7200)	348	$50,543,765	73.772%	11	%	22	$2,772,769	4.047%	3	$1,355,763	1.979%	466	$68,513,695
AGRICULTURE, DEPARTMENT OF (1200)	108,435	$1,957,587,894	48.984%	5,831	%	7,700	$246,627,162	6.171%	465	$18,752,799	0.469%	157,192	$3,996,407,672
AMERICAN BATTLE MONUMENTS COMMISSION (7400)	5	$62,560	31.629%	1	%	0	$0	0%	0	$0	0%	21	$197,794
ARCHITECTURAL AND TRANSPORTATION BARRIERS COMPLIANCE BOARD (9532)	1	$15,000	21.390%	0	%	0	$0	0%	0	$0	0%	12	$70,126
ARMED FORCES RETIREMENT HOME (84AF)	2	$104,864	65.240%	3	%	0	$0	0%	0	$0	0%	7	$160,736
BROADCASTING BOARD OF GOVERNORS (9568)	168	$5,364,035	41.435%	16	%	19	$200,157	1.546%	1	$19,963	0.154%	277	$12,945,725
CHEMICAL SAFETY AND HAZARD INVESTIGATION BOARD (9565)	28	$366,077	84.921%	2	%	13	$20,000	4.640%	0	$0	0%	30	$431,077
COMMERCE, DEPARTMENT OF (1300)	15,610	$794,439,680	53.255%	2,724	%	2,684	$206,624,736	13.851%	261	$9,384,900	0.629%	25,760	$1,491,762,930

Recap

- Free Intel can help you focus your Business Development Efforts
- To Save Time; Focus only on the data that's relevant to you; the Agencies that your pursuing
- Keep your Intel up to Date
- Remember; Time is Money…when the time is right, consider subscribing to an Intel Data Base

Useful Links

Federal Procurement Data System
http://www.fpds.gov

First Gov
http://www.firstgov.gov

Softshare
http://www.usabid.com

Government OSDBU Offices (enter through Dept of Commerce)

http://www.osec.doc.gov/osdbu/Acq_and_SB_Specialist_Offices.htm#mpo

Federal Acquisitions Regulations (FAR)

http://www.arnet.gov

Thank You for Coming!

If you'd like a copy of this Power Point, or have questions, please feel free to contact me.

Gretchen McCracken

Golden Key Group

703-815-0106

gretchen@goldenkeygroup.com

Unlocking the Power of Workforce Potential

GKG

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